



# Export News

U.S. Export Assistance Center  
Houston, Texas

February 2004

[www.BuyUSA.gov/Southcentral](http://www.BuyUSA.gov/Southcentral)

## In This Issue

	Page
<b>NEWS</b>	<b>1</b>
SABIT Training Program	1
Asia Now Online Resource Center	1
New Energy Exports Page	1
Iraq Reconstruction Update	2
Vietnam-TX Joint Communiqué Signed	2
Market Focus: Norway	2
BuyUSA.com	2
Staff Member of the Month	2
<b>TRADE LEADS</b>	<b>3</b>
GTN Leads	3
<b>EVENTS-Seminars &amp; Workshops</b>	<b>3</b>
Greater Houston Partnership	3
Spain-Business Opportunities	3
BIS 2-Day Seminar	3
University of Houston	3
Exporting Med Equip & Services	3
Consul General of Norway	4
Environmental Seminar	4
Ex-Im Delegated Authority Seminar	4
UN Procurement Seminar	4
<b>EVENTS-Trade Missions &amp; Shows</b>	<b>4</b>
Nat'l Manufacturing Week	4
Destination Baghdad Expo	4
Plastics Trade Mission to Canada	4
<b>WEBSITES</b>	<b>4</b>
<b>STAFF DIRECTORY</b>	<b>4</b>
<b>New-ENERGY EXPORTS Section</b>	
Market Research, Trade Leads & Events	5

Published by:

U.S. Export Assistance Center  
U.S. Department of Commerce  
15600 John F. Kennedy Blvd, #530  
Houston, Texas 77032  
Ph: 281-449-9402, Fx: 281-449-9437  
Houston.Office.Box@mail.doc.gov  
Editors: Pamela Plagens  
Asst. Editor: Nyamusi Igambi



The Special American Business Internship Training Program (SABIT) enables U.S. companies and organizations to build relationships and explore commercial opportunities in Eurasian markets by facilitating interactions with counterparts from Eurasia. Structured as reimbursable awards, grants cover a share of the costs of hosting Eurasian managers and scientists for 3-6 months of hands-on training in U.S. business practices.

The SABIT Grant Program not only satisfies the technical assistance needs of Eurasian economic development, but also provides a unique opportunity to facilitate cross-border cooperation with targeted individuals and organizations in Eurasia. SABIT Grants offset the most substantial costs of the training program, and work to mitigate the risks of doing business in Eurasia. A majority of U.S. hosts have entered into business relationships with their trainees in the form of joint ventures, distributorships, or contractual arrangements.

Applications for its 2004 funding round are available at [www.mac.doc.gov/sabit](http://www.mac.doc.gov/sabit). The deadline is April 23. For more information, contact Patrick Brennan at [patrick\\_brennan@ita.doc.gov](mailto:patrick_brennan@ita.doc.gov) or 202.482.2077

## ASIA NOW ONLINE RESOURCE CENTER

The U.S. Commercial Service (USCS) invites U.S. firms to visit its online resource center - *Asia Now*. The site brings together the resources of USCS offices in 14 Asian countries and its Export Assistance Centers across the U.S. to provide information to firms regarding regional trade events, USCS services, and market research. Log on to [www.buyusa.gov/asianow/](http://www.buyusa.gov/asianow/) for the following export markets: Australia, Indonesia, Philippines, Thailand, China, Japan, New Zealand, Vietnam, Hong Kong, Korea, Singapore, India, Malaysia, and Taiwan.

## \* ENERGY EXPORTERS \*

As a special service to our many energy-industry readers, we have placed all energy related market research, trade leads and events on **page 5** of this newsletter.

### IRAQ RECONSTRUCTION - UPDATE

See the Iraq Reconstruction Task Force website at [www.export.gov/iraq](http://www.export.gov/iraq) for recently updated *Doing Business With Iraq* FAQ's. The site includes recommendations for security and transferring funds.

### VIETNAM-TEXAS JOINT COMMUNIQUE SIGNED

Recently in Austin, the State of Texas and Vietnam signed an agreement committed to implementing ways of boost mutual understanding and bilateral co-operation in economics, investment, trade and tourism. For details contact James Rechner, Ph.D., director, The Vietnam Center, Texas Tech University at [james.rechner@ttu.edu](mailto:james.rechner@ttu.edu) or 806-742-3742.

### MARKET FOCUS: NORWAY

While the oil & gas industry is the dominant economic engine for growth in Norway, increasingly the services sector drives business. Below are listed the best non-agricultural U.S. export prospects as reported by the Commercial Service in Oslo, as well as a sampling of recent market research reports available from our office or at [www.export.gov](http://www.export.gov).

#### Best Prospects

1. Oil and Gas Field Equipment
2. Medical Equipment and Supplies
3. Telecommunications Equipment
4. Drugs and Pharmaceuticals
5. Travel and Tourism
6. Computers and Peripherals
7. Computer Software

#### Recent Market Research Reports

**Construction Machinery**, International Market Insight (IMI), Published 11/21/03.

**Shipbuilding & Maritime Equipment**, IMI, 11/21/03.

**Travel & Tourism: Visit USA**, IMI, 11/06/03.

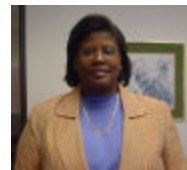
*The Consul General of Norway will be speaking to the Organization of Women in International Trade-Houston on Thurs., Feb. 19. For details see EVENTS.*



A new version of BuyUSA.com was released in May 2003, and since then close to 18,000 messages have been exchanged between buyers and sellers with nearly 800 approved trade leads. Sixty export success stories have been reported by firms registered on [BuyUSA.com](http://BuyUSA.com). An annual subscription is \$50. Now is the time to subscribe at [www.BuyUSA.com](http://www.BuyUSA.com)!

### Staff Member of the Month

#### COMMERCIAL OFFICER TYRENA HOLLEY



Hello again Houston, my name is Tyrena Holley and I have been with the U.S. Department of Commerce for over 24 years. I am a Commercial Officer with the U.S. and Foreign Commercial Service (USCS) currently serving two years here in Houston ending the summer of 2004.

Before joining USCS, I worked in trade development for the Middle East, Latin America, Europe, Africa and Asia. Since joining the Houston office, I have sought to share my experience and expertise by coordinating several trade events and programs. Currently, I am coordinating a **March 3rd Environmental Technologies** event with the U.S. Global Trade and Technology Network and the Greater Houston Partnership (see EVENTS).

This fiscal year I am focused on increasing U.S. energy exports by serving as the domestic and international Energy Team leader working with Trade Promotion Coordinating Committee (TPCC) agencies and industry associations to advise U.S. firms on global business opportunities in renewable energy, hydrocarbon transportation, power generation and environmental areas, as well as regulatory issues faced in major oil and gas markets. This team of industry-focused specialists will have a key role at the upcoming Offshore Technology Conference in May.

The industry sectors I am responsible for are: Agricultural Machinery and Equipment, Air Conditioning & Refrigeration, Defense Industry Equipment and the Environmental Industry, which includes Pollution Control Devices & Equipment, Water Resources and Solid Waste Management. I am the first point of contact for issues in these areas and disseminate pertinent trade leads to my clients.

I am also responsible for a geographic territory which gives me the opportunity to come out and visit you at your facilities. I handle Pasadena, Deer Park, Galveston, Clear Lake, and the surrounding areas. I work with companies in this region who do not fall into our designated industry sectors.

Finally, I am the intern coordinator for the office. We offer non-paid internship to college students. A fact sheet on our internships is posted on our website. Feel free to contact me at 281-449-9420 or [Tyrena.Holley@mail.doc.gov](mailto:Tyrena.Holley@mail.doc.gov).

## TRADE LEADS

### GLOBAL TRADE & TECHNOLOGY NETWORK LEADS

All Global Trade & Technology Network (GTN) leads are verified. For more information, please contact Andres Borasino, GTN representative in Houston, at [aborasino@usgtn.net](mailto:aborasino@usgtn.net) or (281) 449 9428. Visit GTN's website at [www.usgtn.net](http://www.usgtn.net).

- A **Croatian** company wishes to identify and represent on the Croatian market a producer of biodegradable cleaning agents to be used in hotels, resorts, and other commercial establishments in the tourism industry. (GTN Ref. # RHR20040126088)
- A **Mexican** company is searching for foreign providers of Low Density Polyethylene. The company uses Low Density Polyethylene as raw material for the production of lids or caps for water demijohns by means of plastic injection. (GTN Ref # RMX20040122067)

## EVENTS – SEMINARS & WORKSHOPS

### GREATER HOUSTON PARTNERSHIP

For further details on the following events, please contact Cari Broderson at 713-844-3636 or [cbroderson@houston.org](mailto:cbroderson@houston.org)

- **Colombia's Energy Sector: Business & Investment Opportunities**, His Excellency Luis Ernesto Mejia Castro, Colombia Minister of Energy, His Excellency Luis Alberto Moreno Mejia, Ambassador of Colombia in Washington, and Mr. Isaac Yanovich Farbaianz, president of ECOPETROL, March 11, 8:30 am-3:30 pm.

### SPAIN: AN ECONOMIC & POLITICAL PARTNERSHIP

Featuring The Honorable George L. Argyros, Sr., U.S. Ambassador to Spain & Andorra

And including

#### ***Business Opportunities in Spain***

with Michael W. Liikala,

Counselor for Commercial Affairs, CS-Madrid

Greater Houston Partnership

Feb. 11

This event is co-sponsored by the USEAC. Spain is one of the top 10 economies in the world and an attractive place for Americans to do business. **The**

program includes attendance by a delegation of Spanish construction industry executives. Cost \$15. For details, please contact Cari Broderson at [cbroderson@houston.org](mailto:cbroderson@houston.org) or 713-844-3635.

### BUREAU OF INDUSTRY & SECURITY 2-DAY SEMINAR

Warwick Hotel, Houston

February 10-11

The U.S. Department of Commerce, Bureau of Industry and Security, and the Houston District Export Council are co-sponsoring this two-day seminar. Day one, entitled **Essentials of Export Controls**, is an intensive, fast-paced program that covers Export Administration Regulations (EAR). Day Two, **Technology Controls**, is a **new** full-day program that will offer a comprehensive look at how to comply with the U.S. export and reexport controls relating to technology, software and encryption. BIS technical and policy specialists will also discuss important export control issues that may arise with the employment of foreign nationals and for foreign items incorporating, or produced from controlled U.S.-origin software and technology.

Cost \$325. The fee includes continental breakfast and lunch each day as well as collateral materials. See [www.bis.doc.gov/seminarsandtraining](http://www.bis.doc.gov/seminarsandtraining) for details. To register, contact Betty Frazier at [bfrazier@bakerlaw.com](mailto:bfrazier@bakerlaw.com) or 713-646-1320.

### UNIVERSITY OF HOUSTON INTERNATIONAL TRADE CENTER

For more information on the following events, call 713-752-8488 or see [www.sbdh.uh.edu](http://www.sbdh.uh.edu).

- **Financing Export Sales**, Feb. 10, 8:30 –10:30 am, Cost \$35
- **Doing Business with Colombia**, March 25, 8:00-10:00 am, Cost: \$15.

### EXPORTING MEDICAL EQUIPMENT & SERVICES

Reliant Center

Feb. 12

As part of the Cardeo Medical Conference and Consumer Expo ([www.cardeo.com](http://www.cardeo.com)), the USEAC will provide a workshop to exhibitors and interested local companies on exporting medical equipment and services. The seminar is being co-sponsored by the Organization of Women in International Trade-Houston. To attend, contact Nya Igambi at [NyaIgambi@mail.doc.gov](mailto:NyaIgambi@mail.doc.gov) or 281-449-9423.

**CONSUL GENERAL OF NORWAY ADDRESSES OWIT**

University of Houston-International Trade Center  
Feb. 19

The Organization of Women in International Trade-Houston will host a presentation by Consul General Elisabeth Roderburg of the Royal Norwegian Consulate General in Houston. Cost \$5 member/\$10 non-members. To register contact Yvette Epstein at [yepstein65@aol.com](mailto:yepstein65@aol.com) or 281-734-1673.

**ENVIRONMENTAL SEMINAR**

Houston  
March 3

Sponsors include the USEAC, Greater Houston Partnership, and Global Trade and Technology Network. The 1/2 day seminar will cover the following topics:

- U. S. Asia Environmental Partnership grants for exports to Southeast Asia
- The Texas Commission on Environmental Quality regulations for Texas
- Headworks Inc.'s best practices for environmental company exporting
- Ecolinks' trade leads from Eastern Europe
- U. S. Trade Development Agency (TDA) feasibility studies and grants funding, and
- The Northwest Texas International Trade Center discussing trade opportunities with border municipalities.

For details, contact Cari Broderon at [cbroderon@houston.org](mailto:cbroderon@houston.org) or 713-844-3635.

**EX-IM BANK DELEGATED AUTHORITY SEMINAR**

Dallas, TX  
March 11

The only seminar in Texas this year to provide Delegated Authority (DA) to lenders. The cost is \$99.00 for the all day seminar. Register at Ex-Im Bank's web site, [www.exim.gov](http://www.exim.gov).

**UN PROCUREMENT SEMINAR**

*How to Do Business with the United Nations*

New York  
April 26-27

UN organizations spend \$4.6 billion per year to supply their worldwide operations and are constantly seeking new sources of goods and services. On the first day, attendees will learn how to untangle the web of the UN procurement system and learn the rules that apply to all businesses attempting to sell to the UN. On day two, attendees will break up into industry groups. Cost \$850. For details, see [www.nexcosseminar.com](http://www.nexcosseminar.com).

**EVENTS – TRADE MISSIONS AND SHOWS****NATIONAL MANUFACTURING WEEK**

Chicago, IL  
Feb. 23-26

Twenty-eight U.S. Commercial Service Officers will be on hand to provide export help, including the pros and cons of each market and the best prospects for U.S. manufacturing. There will be a multi-agency exhibit at **booth 4851** offering help with export financing, shipping, and export regulations. U.S. manufacturing exporters interested in one-on-one meetings with commercial officers may schedule appointments by registering online at <http://www.buyusa.gov/eme/nmw.html>.

**DESTINATION BAGHDAD EXPO**

Baghdad, Iraq  
April 5 - 8

The Iraqi-American Chamber of Commerce and Industry proudly announces an opportunity for Iraqi companies to directly interface with foreign companies in Iraq. For details visit <http://www.dbxexpo.com/>.

**PLASTICS TRADE MISSION**

Canada  
May 3-4

The mission is planned to coincide with PlastEx, the Canadian Plastics Industry Association's largest and most important trade event. U.S. companies will have two days of appointments prior to attending the show. Cost \$900. For details contact Madellon Lopes at [madellon.lopes@mail.doc.gov](mailto:madellon.lopes@mail.doc.gov) or ph: 416-595-5412 ext. 227.

**STAFF DIRECTORY**

James Cook, Director	281-449-9406
Tyrena Holley, Commercial Officer	281-449-9420
Alan Richel, Senior Trade Specialist	281-449-9417
Brendan Kelly, Trade Specialist	281-449-9404
Pamela Plagens, Trade Specialist	281-449-9412
Nyamusi Igambi, Trade Specialist	281-449-9423
Isabel Lopez, Export Assist. Spec.	281-449-9426
Maggie Kelly, Trade Ref. Assistant	281-449-9402
Bill Ashcraft, Nat'l Field Support	281-449-9449

Note: The U.S. Government does not endorse products or companies, and assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this publication. ***If you would like to be removed from this mailing list, please contact the office above.***



## ENERGY EXPORTS

### OIL/GAS - RENEWABLES - ELECTRIC POWER

Here you will find the latest market research from the U.S. Commercial Service overseas, trade leads and events for exporters in the energy industry.

#### MARKET RESEARCH REPORTS

*These reports are available at [www.export.gov](http://www.export.gov) under Market Research or by contacting our office.*

**Greece: Natural Gas Transmission, Distribution and Storage Projects, 1/30/04.** An aggressive natural gas development initiative will greatly enhance transmission, distribution, storage and use of natural gas and LNG in Greece.

**Brazil: Petrobras Starts Operations at Pilot Wind Plant, 1/29/04.** Petrobras will use the pilot plant to provide power to the Macau, Serra, Aratum and Salina Cristal production fields. Operations will be monitored for 12 months and, if successful, the same technology could be used at other Petrobras wells unconnected to the power grid, the report notes.

**Global Power Markets-Export Opportunities, 1/12/04.** This report was prepared for attendees at Electric Power 2004 in March (see EVENTS) and includes country-by-country as well as regional analyses. It is based on the Country Analysis Briefs of the U.S. Dept. of Energy. These briefs can be accessed at <http://www.eia.doe.gov/emeu/cabs/>.

**Saudi Arabia: Oil & Gas Pumps, 1/16/04.** Saudi imports of oil & gas pumps totaled \$210 million in 2002. Oil & gas pump imports are expected to grow an average of 3 percent annually over the next two years.

**Uzbekistan: Power Energy, 12/9/03.** Two years ago the government announced a program on deepening reforms in the energy sector. This program includes de-monopolization, privatization and incorporation of energy enterprises, and a ten-year plan for the enhancement of power generation and delivery at the estimated cost of over \$1.4 billion.

**Thailand: Oil & Gas Equipment and Machinery, 11/25/03.** During the past decade, there has been extensive exploration and production activities in Thailand, both offshore and onshore. These upstream activities together with other downstream and retail oil & gas related industries, create demand for imported oil & gas equipment & machinery in Thailand.

#### TRADE LEADS

**Czech Republic: Suppliers of Cooling Technologies for Large Applications.** These technologies use water-ammonia (NH<sub>3</sub>-H<sub>2</sub>O) and/or lithium bromide-water (LiBr-H<sub>2</sub>O), hybrid heat pumps with high output (in MW rads), geothermal power plants. The company will attend the Powergen Renewable Energy trade show in March (see EVENTS below). (GTN Ref. # RCZ20040129106). For details contact Andres Borasino of the Global Trade & Technology Network (GTN) at [aborasino@usgtn.net](mailto:aborasino@usgtn.net) or 281-449 9428.

**Philippines: Energy Reduction Technologies.** 1/14. Shopping mall service contractor seeks U.S. partner(s) who can provide them with an integrated energy reduction solutions. Contact contact Isabel Lopez at [Isabel.Lopez@mail.doc.gov](mailto:Isabel.Lopez@mail.doc.gov) or 281-449-9426

#### EVENTS - TRADE SHOWS & MISSIONS

**POWER-GEN Renewable Energy, 3/1-3, Las Vegas.** Renewable energy, renewable fuels, and emerging energy technology sectors will meet. For details, contact Glen Roberts at [glen.roberts@mail.doc.gov](mailto:glen.roberts@mail.doc.gov) or 661-637-0136.

**South East Asia Renewable Energy Reverse Trade Mission, 3/23 - 4/01.** A delegation of purchasing agents targeting power distribution and renewables. The group will visit Bakersfield & Oakland, CA, Newark, NJ and finish their trip at **Electric Power 2004** in Baltimore, MD. For details, contact Glen Roberts at [glen.roberts@mail.doc.gov](mailto:glen.roberts@mail.doc.gov) or 1-661-637-0136.

**Electric Power 2004, 3/30-4/1, Baltimore, MD.** This is a certified International Buyers Program show with CS offices worldwide bringing delegations. For details on CS matchmaking assistance and programs at the show, contact Alan Richel at [alan.richel@mail.doc.gov](mailto:alan.richel@mail.doc.gov) or 281-449-9417.

**Protection Offshore, 6/2-4, Macaé, Brazil.** International trade show and conference on health, safety and environment in the offshore oil industry. Product Literature Center cost \$150. For details contact Regina Cunha at [regina.cunha@mail.doc.gov](mailto:regina.cunha@mail.doc.gov).